MARLBORO 28.6 26.9 30.0 29.1 29.1 30.2 31.0 0.6 CSTORIES 1.32.5 31.6 31.3 32.6 38.6 0.6 OPB 9.0 8.9 9.0 8.9 8.8 9.0 8.9 -0.1 BASIC SOC 4.5 0.5 C-STORIES 15.2 14.6 14.9 15.3 15.8 0.3 PM USA TOT 46.2 46.4 46.9 46.0 46.1 47.1 47.1 47.9 0.5 CSTORIES 48.0 47.1 47.3 48.1 49.0 0.8 PM USA TOT 46.2 46.4 46.9 46.0 46.1 47.1 47.3 48.1 49
C-STORIES 9.0 8.9 9.0 8.9 8.8 9.0 8.9 -0.1 BASIC 4.6 4.5 4.5 4.5 4.5 4.5 4.5 0.5 ESTORIESOC 14.9 14.5 14.6 15.0 15.5 0.5 C-STORIESOC 15.2 14.8 14.9 15.3 15.8 0.8 PM DISCOUNT 8.6 9.2 8.0 8.0 8.2 8.0 7.9 0.0 C-STORIES 7.8 8.0 8.1 7.9 7.8 0.0 PM USA TOT 46.2 46.4 46.9 46.0 46.1 47.1 47.9 0.5 C-STORIES 48.0 47.1 47.3 48.1 49.0 0.8 CAMEL 4.4 4.4 4.4 4.4 4.3 4.4 0.0 WINSTON 6.0 6.1 5.1 5.3 5.8 0.0 DORAL 4.8 5.2 5.1 4.7 4.6 -0.1 BUR DISCOUNT 11.9 11.4 11.5 12.2 12.3 11.4 11.0 0.3 RJR TOT 28.9 28.3 27.7 28.7 28.8 27.5 27.2 0.0 KGOL 3.2 6.1 5.0 4.9 5.1 5.0 -0.1
OPB 9.0 8.9 9.0 8.9 8.8 9.0 8.9 -0.1 BASIC SOC 4.5 4.5 4.5 4.5 4.5 4.5 4.5 0.3 BASIC SOC 14.9 14.5 14.6 15.0 15.5 0.5 CSTORIESOC 15.2 14.8 14.9 15.3 15.8 0.8 PM DISCOUNT 8.6 9.2 8.0 8.0 8.2 8.0 7.9 0.0 CSTORIES 7.8 8.0 8.1 7.9 7.8 0.0 PM USA TOT 46.2 46.4 46.9 46.0 46.1 47.1 47.9 0.5 C-STORIES 48.0 47.1 47.3 45.1 49.0 0.8 CAMEL 4.4 4.4 4.4 4.4 4.3 4.4 0.0 WINSTON 6.0 6.0 6.1 5.1 5.3 5.8 0.0 DORAL 4.8 5.2 5.1
BASIC 4.5 4.5 4.5 4.5 4.5 4.5 4.5 0.1 BASIC SOC 14.9 14.9 14.6 15.0 15.5 0.5 CSTORESOC 15.2 14.6 14.9 15.3 15.8 0.3 PM DISCOUNT 8.6 9.2 8.0 8.0 8.1 7.9 7.8 0.0 CSTORES 7.8 8.0 8.1 7.9 7.8 0.0 PM USA TOT 46.2 46.4 46.9 46.0 46.1 47.1 47.9 0.5 C-STORES 48.0 47.1 47.3 48.1 49.0 0.8 CAMEL 4.4 4.4 4.4 4.4 4.3 4.4 0.0 WINSTON 6.0 6.1 9.1 5.8 5.8 0.0 DORAL 4.8 5.2 5.1 4.7 4.6 -0.1 RJR TOT 28.9 28.3 27.7 28.7 28.8 27.5
BASIC SOC 14.9 14.5 14.6 15.0 15.5 0.5 CSTORESOC 15.2 14.6 14.9 15.3 15.8 0.8 PM DISCOUNT 8.6 9.2 8.0 8.0 8.2 8.0 7.9 0.0 C-STORES 7.8 8.0 8.1 7.9 7.8 0.0 PM USA TOT 46.2 46.4 46.9 46.0 46.1 47.1 47.9 0.5 C-STORES 48.0 47.1 47.3 48.1 49.0 0.8 CAMEL 4.4 4.4 4.4 4.4 4.3 4.4 0.0 WINSTON 6.0 6.1 9.1 5.8 5.8 0.0 DORAL 4.8 5.2 5.1 4.7 4.6 -0.1 RJR TOT 28.9 28.3 27.7 28.7 28.8 27.5 27.2 0.0 KOOL 3.2 3.1 3.1 3.2 3.1 0.0
CSTORESOC 15.2 14.6 14.9 15.3 15.8 0.8 PM DISCOUNT 8.6 9.2 8.0 8.0 8.2 8.0 7.9 0.0 C-STORES 7.8 8.0 8.1 7.9 7.8 0.0 PM USA TOT 46.2 46.4 46.9 46.0 46.1 47.1 47.9 0.5 C-STORES 48.0 47.1 47.3 43.1 49.0 0.8 CAMEL 4.4 4.4 4.4 4.4 4.3 4.4 0.0 WINSTON 6.0 6.1 5.1 5.3 5.8 0.0 DORAL 4.8 5.2 5.1 4.7 4.6 -0.1 BUR DISCOUNT 11.9 11.4 11.5 12.2 12.3 11.4 11.0 -0.3 RJR TOT 28.9 28.3 27.7 28.7 28.8 27.5 27.2 0.0 KOOL 3.2 3.1 3.1 5.2<
PM DISCOUNT 8.6 9.2 8.0 8.0 8.2 8.0 7.9 0.0 C-STORES 7.8 8.0 8.1 7.9 7.8 0.0 PM USA TOT 46.2 46.4 46.9 46.0 46.1 47.1 47.9 0.5 C-STORES 48.0 47.1 47.3 48.1 49.0 0.8 CAMEL 4.4 4.4 4.4 4.4 4.3 4.4 0.0 WINSTON 6.0 6.1 5.1 5.8 5.8 0.0 DORAL 4.8 5.2 5.1 4.7 4.6 -0.1 RJR TOT 28.9 28.3 27.7 28.7 28.8 27.5 27.2 0.0 KOOL 3.2 3.1 5.0 4.9 5.1 5.0 -0.1 FIRSTOR 3.1 5.0 4.9 5.1 5.0 -0.1
C-STORES 7.8 8.0 8.1 7.9 7.8 0.0 PM USA TOT 46.2 46.4 46.9 46.0 46.1 47.1 47.3 48.1 49.0 0.8 CAMEL 4.4 4.4 4.4 4.4 4.3 4.4 0.0 WINSTON 6.9 6.1 9.1 5.8 0.0 DORAL 4.8 5.2 5.1 4.7 4.6 -0.1 RJR DISCOUNT 11.9 11.4 11.5 12.2 12.3 11.4 14.0 -0.3 RJR TOT 28.9 28.3 27.7 28.7 28.8 27.5 27.2 0.0 KOOL 3.2 3.1 3.1 5.2 3.1 0.0 GPC 5.1 5.0 4.9 5.1 5.0 -0.1
PM USA TOT 46.2 46.4 46.9 46.0 46.1 47.1 47.9 0.5 C-STORES 48.0 47.1 47.3 48.1 49.0 0.8 CAMEL 4.4 4.4 4.4 4.3 4.4 0.0 WINSTON 6.0 6.1 9.1 5.8 5.8 0.0 DORAL 4.8 5.2 5.1 4.7 4.6 -0.1 RJR DISCOUNT 11.9 11.4 11.5 12.2 12.3 11.4 14.0 -0.3 RJR TOT 28.9 28.3 27.7 28.7 28.8 27.5 27.2 0.0 KOOL 3.2 3.1 5.2 3.1 0.0 GPC 5.1 5.0 4.9 5.1 5.0 -0.1
CAMEL 4.4 4.4 4.4 4.3 4.4 0.0 WINSTON DORAL 4.8 5.2 5.1 4.7 4.6 -0.1 RUR DISCOUNT 11.9 11.4 11.5 12.2 12.3 11.4 11.0 -0.3 RUR TOT 28.9 28.3 27.7 28.7 28.8 27.5 27.2 0.0 KOOL GPC 5.1 5.0 4.9 5.1 5.0 -0.1
CAMEL 4.4 4.4 4.4 4.3 4.4 0.0 WINSTON 6.0 6.0 6.1 5.1 5.8 5.8 0.0 DORAL 4.8 5.2 5.1 4.7 4.6 -0.1 FUR DISCOUNT 11.9 11.4 11.5 12.2 12.3 11.4 11.0 -0.3 RJR TOT 28.9 28.3 27.7 28.7 28.8 27.5 27.2 0.0 KOOL 3.2 3.1 3.1 5.2 3.1 0.0 GPC 5.1 5.0 4.9 5.1 5.0 -0.1
WINSTON 6.0 6.1 5.1 5.3 5.8 0.0 DORAL 4.8 5.2 5.1 4.7 4.6 -0.1 RJR DISCOUNT 11.9 11.4 11.5 12.2 12.3 11.6 11.0 -0.3 RJR TOT 28.9 28.3 27.7 28.7 28.8 27.5 27.2 0.0 KOOL 3.2 3.1 5.2 3.1 0.0 GPC 5.1 5.0 4.9 5.1 5.0 -0.1
DORAL 4.8 5.2 5.1 4.7 4.6 -0.1 RUR DISCOUNT 11.9 11.4 11.5 12.2 12.3 11.4 14.0 -0.3 RJR TOT 28.9 28.3 27.7 28.7 28.8 27.5 27.2 0.0 KOOL 3.2 3.1 3.2 3.1 3.1 3.2 3.1 0.0 GPC 5.1 5.0 4.9 5.1 5.0 -0.1
RJR DISCOUNT 11.9 11.4 11.5 12.2 12.3 11.6 11.0 -0.3 RJR TOT 28.9 28.3 27.7 28.7 28.8 27.5 27.2 0.0 KOOL 3.2 3.1 5.1 5.2 3.1 0.0 GPC 5.1 5.0 4.9 5.1 5.0 -0.1
RJR TOT 28.9 28.3 27.7 28.7 28.8 27.5 27.2 0.0 KOOL 3.2 3.1 6.2 3.1 0.0 GPC 5.1 5.0 4.9 5.1 5.0 -0.1
RJR TOT 28.9 28.3 27.7 28.7 28.8 27.5 27.2 0.0 KOOL 3.2 3.1 6.2 3.1 0.0 GPC 5.1 5.0 4.9 5.1 5.0 -0.1
GPC 5.1 5.0 4.9 5.1 5.0 -0.1
GPC 5.1 5.0 4.9 5.1 5.0 -0.1
POWER CONTROL STATE OF THE PARTY OF THE PART

B&W TOT 10.3 10.2 10.3 10.2 10.3 10.1 -0.2
MONTCLAIR 14 1.4 1.4 1.4 1.3 0.0
AMER. DISCOUNT 3.4 3.4 3.2 3.4 3.3 -0.2
AMER. TOT 6.5 6.4 6.2 6.5 6.3 · 0.2
NEWPORT 4.1 4.1 4.0 4.1 4.3 0.2
LIGGETT 1.7 1.8 1.9 1.7 1.6 -0.1

TOT DISCOUNT	31.5	30.5	30.1		30.9	30.0	29.3	-0.4
C-STORE DISC PM SOC			31.2° 25.2°	24.5	*31.8° 25.2		30.± 10:500	1 0
RASOC	 		36.8	38.6	38.6	36.6 F	JRSO	∪. 6
B&W SOC		· · · · · · · · · · · · · · · · · · ·	21.6	20.6	20.5	21 .78	SEM SEC	0.6

Source: Nielsen 12/31/94